

# INNOVATE COLLABORATE GROW



ANNUAL REPORT 2022-23

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# COL

The story of Kewal Kiran Clothing Limited (KKCL) unfolds, a journey from denim-focused roots to a vibrant lifestyle brand. With more than three decades of experience, the evolution of KKCL is not just a response to change, but a deliberate effort that has significantly helped shape India's fashion culture.

Central to our journey is innovation – it is our advanced manufacturing capabilities that have propelled us forward. Collaborations with our channel partners have woven into our growth story, expanding our reach and impact.

Our transition from denim-centric to a comprehensive lifestyle entity, showcases adaptability which is firmly anchored in a sustainable business ethos.

"Innovate. Collaborate. Grow." is more than a theme line; we believe that it has ingrained in our identity. This ongoing narrative invites you to be a part of a journey where innovation takes the lead, collaborations flourish and growth knows no limits. As we continue to redefine possibilities, we continue to root for innovation, collaboration and growth to converge.

# INNOVATE LABORATE GROW



## FY 2022-23 Highlights

EBO'S AS ON MARCH 31, 2023

453<sup>7</sup>

EBO'S UNDER DEVELOPMENT

49<sup>7</sup>

SPACE SPREAD ACROSS INDIA

~2,89,000<sup>7</sup> sqft

# CORPORATE OVERVIEW







# REDEFINING STYLE, REDEFINING YOU

Kewal Kiran Clothing Limited (KKCL) is one of the leading manufacturers of branded apparels and accessories in India. Our integrated play across the value chain – from designing to manufacturing, branding and retailing – ensures quality that blends style and comfort seamlessly.

We are continuously contributing to India's evolving fashion culture through our iconic brands. We boast a diverse portfolio of in-house fashion brands such as Killer, Integrity, LawmanPg3, Easies and Desi Belle captivating apparel and accessory lovers nationwide. Our exclusive retail store K-Lounge and accessories division Addiction adds to modern India's fashion movement.

## Vision<sup>7</sup>

To be a world-class business organisation which enables value, best services and enhancement of net worth for all the stakeholders.

## Mission<sup>7</sup>

**Driving excellence** through our people, business partners and other stakeholders.

**Focusing on consumer** satisfaction and executing a customer-centric business module.

**Executing the business** based on the three core growth principles of: Stability, Sustainability and Scalability.

**Adopting international standards** and best practices across our operations.

## Business Ethos<sup>7</sup>

+ MORALITY

+ RIGHTNESS

+ ETHICAL PRACTICES



## Our Core Values<sup>7</sup>

### Experience

The Company enjoys an experience of more than three decades in this industry.

### Diversified Product Base

The Company's all-encompassing product portfolio artfully caters to the discerning requirements of its esteemed customers.

### Environment-friendly

With a steadfast commitment to sustainability, the Company prudently invests in state-of-the-art, environment-friendly manufacturing techniques, ensuring the production of consumer-friendly apparel.

### State-of-the-art manufacturing Facilities

Embracing cutting-edge technologies in our manufacturing process is the cornerstone of our success. Our commitment towards innovation and continuous improvement, empowers us with core competence, allowing us to craft the finest products that delight our customers.

### Strong Distribution Network

Our expansive presence reaches far and wide, as we proudly serve customers across 26 states and over 199 towns and cities in India.

### Impeccable Quality

Our brand's value is underscored by product quality and environmental certifications, reflecting our commitment to excellence. We prioritise both quality and sustainable practices.



## From Denim to Captivating Lifestyle Brands – Since 1980's

We embarked on a remarkable journey, transitioning from a denim-focused brand to establishing a fashion house of captivating lifestyle brands. Our roots trace back to the 1980's and since then, we have thrived as a true trailblazer in the Indian apparel fashion scene.

We have continued to contribute to the evolving fashion culture in India through our portfolio. Each one of our offerings reflects our integrated approach across the value chain, from designing to manufacturing, branding and retailing, ensuring that we present only the best in terms of quality and style. With our commitment to reach every fashion enthusiast, we have created a widespread distribution network that spans the entire nation. From our Exclusive Brand Outlets (EBO's) and Large Format Stores (LFS), to the digital realm of E-commerce and the traditional Multi-Brand Outlets (MBO's), we have left no stone unturned in bringing our cherished products closer to our customers.

As we embrace the future with open arms, our diverse portfolio stands as a testament to our success as one of India's most cherished and successful apparel fashion brands.



# DISTINCT PREFERENCES. IC<sup>O</sup>NIC BRANDS.

At KKCL, we place a profound emphasis on understanding the desires of our customers, shaping each of our brands meticulously to resonate with specific market segments, making them an expression of their unique preferences and attitudes.

Each of our carefully crafted brands represents an exquisite expression of the specific market segments they cater to, making us a true Brand Powerhouse.

With a wide-ranging product portfolio that capitalises on the strength of our established brands and embraces rising brand aspirations, we have seamlessly transitioned from being denim-focused to a dynamic lifestyle brand.

Within our offerings lie a treasure trove of fashion essentials, from classic denim jeans and stylish shirts to trendy T-shirts, elegant women's wear and versatile trousers. Completing the ensemble are our accessories, adding that perfect touch of finesse to every outfit.

Our iconic brands, including Killer, Easies, Integriti, Desi Belle and LawmanPg3 resonate with the distinctive personalities of our cherished customers, reflecting their unique attitudes and desires.







## KILLER X

### Premium Casuals

Our flagship brand "Killer" redefines denim by giving it a bold personality and ingrains it with the sleek attitude of today's youth.



## Integrati

### Youth Culture

Presents a genuine and trusted value proposition across work and informal attire, reflecting and resonating the ambition and enthusiasm of youth.



## DÉSI BELLE

### Woman Wear

An Western womenswear brand that caters to modern women existing at the confluence of contemporary style with desi touch.



## easies

BY KILLER X

### Contemporary Semi-formal

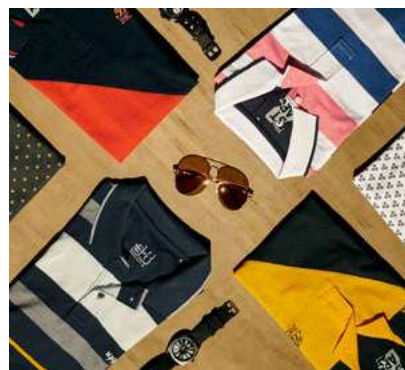
"Easies" is changing corporate fashion in India by blending traditional and modern styles, with its collection of semi-formal menswear crafted from the finest fabric and linen.



## LAWMAN Pg3

### Fashion Capital

"LawmanPg3," a stylish lifestyle brand, specialises in latest partywear and denim for young adults.



## ADDICTIONS

### Accessories Division

Addictions plays as a brand extension. This accessories division of KKCL, offers lifestyle products like deodorants, watches, wallets, belts and undergarments.



Jeans



Trousers



T-shirts



Shirts



Women's wear



Accessories

